

LEO BURNETT U.S.A.

A COMPANY OF LEO BURNETT & COMPANY, INC.

AD#1111-D1 BUC#016621 "BUCK THE SYSTEM" - PAGE 4/C BU# 8-3/4x11-1/2 INDEPENDENT BOP'S, 1990
PRINTED IN U.S.A.

BUCK THE SYSTEM



Full rich flavor, not full price.

Available in Kings & Kings Lights.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Kings: 14 mg "tar," 1.1 mg nicotine—Kings Lights:
11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1990



2061191432